

Message Text

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ACTION ARA-14

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TAGS: BEXP, BTEL, PE
SUBJ: COLOR IV SYMPOSIUM

REF: NYHEN/KOHN TELCON 9/22, 76 LIMA 8388

1. COLOR TV SYMPOSIUM ORGANIZED BY INSTITUTO NACIONAL DE INVESTIGACIONES Y CAPACITACION DE TELECOMUNICACIONES (INICTEL), RESEARCH ARM OF MINISTRY OF TRANSPORTATION AND COMMUNICATIONS, WAS INAUGURATED SEPTEMBER 28 BY COMMUNICATIONS MINISTER IN PRESENCE AMBASSADRS OR CHARGES OF PARTICIPATING COUNTRIES, NAMELY UNITED STATES, JAPAN, FRANCE AND HOLLAND. CEREMONY WAS ATTENDED BY SOME 300 PUBLIC AND PRIVATE SECTOR INVITEES INCLUDING REPRESENTATIVES FROM COMMUNICATIONS MINISTRIES ALL ANDEAN PACT COUNTRIES AND CHILE.

2. JAPANESE PRESENTATION SEPTEMBER 28-29 BEING MADE BY MATSUSHITA ELECTRIC INDUSTRIAL AND ITS PERUVIAN SUBSIDIARY NATIONAL S.A. SPEAKERS INCLUDE TAKEYOSHI OGAI, GENERAL MANAGER MATSUSHITA, TOSHI ISHIBASHI, VICE PRESIDENT, JAPANESE INSTITUTE OF TELEVISION ENGINEERS, SHUNJI MATSUOKA, ENGINEERING DIRECTOR MATSUSHITA, AND MINORU NAKANO, DIRECTOR JAPANESE NATIONAL
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INVESTIGATION LABORATORY. PRESENTATIONS INCLUDE USE OF FILMS, SLIDES, AND IMPRESSIVE MULTI-COLOR INFORMATION KITS. DEMONSTRATION MAKES USE OF STUDIO COLOR CAMERA, PROFESSIONAL VIDEO-CASSETTE RECORDER/PLAYERS, AND MONITORS IN 5", 10", 13", 19" AND 25". ALL EQUIPMENT WAS SHIPPED FROM JAPAN ESPECIALLY FOR THIS EVENT. NATIONAL IS HOSTING LUNCHEONS ON BOTH DAYS AS WELL AS COCKTAIL-BUFFET FOLLOWING CLOSING. WE ESTIMATE THAT BUDGET

FOR TWO-DAY SYMPOSIUM AT LEAST \$50,000.

3. US PRESENTATION OCTOBER 13-14 SHOULD SUPPLEMENT AND REINFORCE JAPANESE PRESENTATION AS BOTH SUPPORT NTSC. AD HOC COMMITTEE OF PERUVIAN LOCENSEES OF US MANUFACTURERS (PHILCO; SYLVANIA; WESTINGHOUSE; GE; EMERSON; RCA) MET WITH JAPANESE TO COORDINATE EFFORTS. PLANS FOR US DEMONSTRATION INCLUDE SIMULTANEOUS LIVE COLOR TRANSMISSIONS FROM THREE LIMA TV STATIONS AS WELL AS CLOSED CIRCUIT VEDEOTAPES. WE ARE CONCERNED, HOWEVER, OVER QUALITY RECEPTION IN VIEW OF POOR QUALITY OF TRANSMISSION. DEMONSTRATION WOULD BE GREATLY ENHANCED IRSUS FIRMS WOULD AIRFREIGHT TO LIMA LATEST TECHNOLOGY VEDEO CASSETTE RECORDER/PLAYERS AND TOP-QUALITY TAPES THAT PROVE HIGH QUALITY OF NTSC SYSTEM. IF SUITABLE PROGRAMMING AVAILABLE, LIVE TRANSMISSION VIA SATELLITE FROM US MIGHT BE USEFUL.

4. ADVISE POST SOONEST WHAT COORDINATING GROUP IN US PLANS IN WAY OF DEMONSTRATION AND PRESENTATION. WE WOULD LIKE TO KNOW SPECIFICALLY WHAT US PARTICIPANTS WILL CONTRIBUTE AND WHAT IS REQUIRED FROM LOCAL LICENSEES.
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